Creating a Culture of Engagement

A HOLISTIC APPROACH TO ENGAGEMENT IN EVERY SECTOR OF YOUR ORGANIZATION
Think through……

1. Defining **culture** and understanding **engagement**.
2. Who makes up the engagement team.
3. **Why** do you exist?
4. Measuring member **engagement**.
5. Creating a **plan** and being **accountable**.
Think through......

1. Defining culture and understanding engagement.
culture is the way you think, act, and interact.
en•gate•ment (ɛnˈɡeɪdʒ mənt)

*n.*
1. the act of engaging or the state of being engaged.
2. an appointment or arrangement, esp. to be somewhere or do something at a particular time.
3. an agreement to marry; betrothal.
4. a pledge; an obligation or agreement.
5. employment, or a period or post of employment.
6. an encounter, conflict, or battle.
7. the act or state of interlocking.
PARTICIPATION DOES NOT = ENGAGEMENT
WHY DO THEY JOIN??

- Networking: 80%
- WHO KNOWS?: 12%
- Community Responsibility: 8%
What keeps you up at night???
2. Who makes up the engagement team.
Think through......

3. **Why** do you exist?
“People don’t buy WHAT you do…… They buy WHY you do it!”

Simon Sinek
Historical Perspective
Do You Know Your Value?

Top 5

1. 
2. 
3. 
4. 
5.
Start conversations........

who are you
what do you do
what is your value
NOT
just a litany of networking and ribbon cuttings
Chamber Impact...

Springdale was the nation’s sixth fast growing city between 2008 and 2013; Other Arkansas cities including in the ranking were Fayetteville (126th), Fort Smith (260th) and Little Rock (317th).

Springdale’s is ranked 10th in overall job growth of 516 cities in the United States.

Springdale is rated 27th in the country in income growth and 118th in educational attainment growth.

Almost half of the new jobs created in Arkansas since 2010 were created in Springdale.

Springdale has created 28 percent more net new jobs than any of the state’s 10 largest cities, since 2010. We’ve created 5,378 more jobs than Rogers, 4,825 more jobs than Fayetteville, 2,373 more jobs than Bentonville and 6,969 more jobs than Little Rock in that time period.

The Chamber’s Ignite Springdale program will lead to 3,750 new primary jobs with a direct payroll of more than $131.6 million.

$140 million in new personal income, $118 million in disposable personal income and $1.4 million in new sales tax revenue will be generated from new jobs created through the Chamber’s Ignite Springdale program – a program supported by every major employer in our city.

The Chamber was the leader in gaining voter approval of a 2011 school millage increase that funded two new schools and secured $16 million in state funding.

The Chamber is a major contributor to the redevelopment of Downtown, contributing $100,000 to the development of Walter Turnbow Park at Shiloh Square.

Consumers are 63% more likely to buy from a business that is a chamber member

If consumers know that a small business is a member of the chamber, the company enjoys a 49% increase in its consumer favorability rating

Consumers are 73% more likely to be highly aware of a business if they are a member of the chamber

7/10 consumers believe that being actively involved in the chamber is an effective strategy for enhancing a business’ reputation
Think through......

4. Measuring member engagement.
Tools for Engagement

- DATA
- MESSAGING
- CUSTOMER SATISFACTION SURVEYS
- NEEDS ASSESSMENT SURVEYS
- PERSONAL TOUCHES
- REWARDS/INCENTIVES
USE, USE, USE YOUR DATA!!!
Measuring Engagement

If we were going to take a quantitative approach to member engagement, what valid metrics could we use:

• # of events attended
• # of volunteer hours served
• Participation on committees
• # of years as a member
• $s invested during the course of a year
• Participation in surveys
• Ratings of the organization following an event or action on a business issue
Measuring Engagement: Advocacy

What about the member that is interested in advocacy? Is there a way to measure their engagement?

You can measure by:

• # of responses to advocacy calls to action; letters to legislators, phone calls to legislators
• Visits to City/County council sessions when there is a business issue on the table
• Attendance on State House or Washington trips
## Member Engagement Ranking

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5. Creating a **plan** and being accountable.
IT'S NOT my job
WHAT ARE YOU GOING TO DO??

- President/CEO
- Membership Professional/Sales & Retention
- Other Staff
- Board of Directors
- Membership Committee
- Ambassadors
- Young Professionals
Set up a planning meeting
Review notes from this workshop
Define roles
Know your stories
Establish touch strategy and timeline for members
Set implementation goals and schedule
Include in your schedule an orientation to each group involved in engagement
Build reporting and accountability into the plan
STRATEGY WITHOUT ACCOUNTABILITY........

IS A WASTE OF TIME!
Think through......

1. Defining culture and understanding engagement.
2. Who makes up the engagement team.
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QUESTIONS
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